

Message Text

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PAGE 01 STOCKH 06557 291048Z

10
ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
----- 032951

P R 291010Z NOV 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9232
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMCONSUL GOTEBOG

UNCLAS STOCKHOLM 6557

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: STC OPERATIONS MARKET RESEARCH: MUSIC/AUDIO USA

REF: (A) STATE A-5288, (B) STOCKHOLM 5322

1. PRELIMINARY TABULATIONS OF SWEDISH MUSIC/AUDIO MARKET DATA SHOW 1975 IMPORTS OF 149 MILLION DOLS WITH US SHARE 16 MILLION DOLS FOR 11 PERCENT. IN TWO-THIRDS OF PRODUCT CATEGORIES US SHARE HAS PROGRESSIVELY INCREASED IN 1972-75 PERIOD. THE MOST SIGNIFICANT SHARE INCREASES ARE IN RECORDS, SPEAKERS, AMPLIFIERS, BRASS INSTRUMENTS, PERCUSSION INSTRUMENTS AND PRINTED MUSIC. FACTORS PERCEIVED BY MARKET IN FAVOR OF CONTINUED US EXPORT GROWTH: (A) GROWING PREFERENCE FOR HIGH QUALITY, (B) LOWER US INFLATION RATE, (C) CONTINUED FAVORABLE DOLLAR/KRONA EXCHANGE RATE FOR IMPORTS FROM US.

2. ALL INDICATIONS AT THIS TIME POINT TO GOOD OPPORTUNITIY FOR US COMPANIES AT A TRADE CENTER EXHIBITION IN 1977. STC RECOMMENDS DATES MAY 23-26 IF PHYSICAL DESIGN NOT COMPLEX, OTHERWISE MAY 31 TO JUNE 3.

3. FIRST PARTIAL PAYMENT BEING MADE TO RESEARCH CONTRACTOR INTERMARKET AB UNDER TERMS OF ANNUAL CONTRACT. COPY OF CONTRACTOR'S PRELIMINARY CONCLUSIONS AND STATISTICAL TABLES
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WILL BE AIRMAILED TO OIM NOV 29.

SMITH

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NNN

Message Attributes

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Disposition Authority: n/a
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Disposition Event:
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Margaret P. Grafeld
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